

City of Oceanside
Development Services Department
Memorandum

DATE: October 22, 2025

TO: Downtown Advisory Committee

FROM: Nichole Weedman, Planner II *NW*

SUBJECT: CONSIDERATION OF A DEVELOPMENT PLAN (RD24-00005), CONDITIONAL USE PERMIT (RCUP24-00002), AND REGULAR COASTAL PERMIT (RRP24-00003) TO ALLOW THE DEMOLITION OF THE EXISTING STRUCTURE AND CONSTRUCTION OF A FULL-SERVICE ELECTRIC VEHICLE CHARGING STATION WITH 50 ELECTRIC VEHICLE CHARGERS AND A 3,457 SQUARE-FOOT CONVENIENCE MARKET AT 1501 NORTH COAST HIGHWAY – APPLICANT: ROVE OPERATING, LLC.

Location

The project site, located at 1501 North Coast Highway, is a 1.08-acre parcel situated within the Townsite Neighborhood Planning Area. The site is located outside the appeal area of the Coastal Zone and has a General Plan land use designation of Downtown (DT), a Local Coastal Program (LCP) land use designation of Coastal Dependent Recreational and Visitor Serving Commercial, and a zoning designation of Downtown Subdistrict 6A (D-6A). The D-6A subdistrict permits highway-oriented commercial businesses and visitor serving uses related to the harbor and Interstate 5.



The site is currently developed as an automotive repair shop and tow yard. Surrounding uses include a restaurant and two service stations to the north, Interstate 5 to the east, mixed retail and mobile home park directly to the south, and a hotel and restaurant to the west.

Project Description & Background

The project application is comprised of three components: a Development Plan, Conditional Use Permit, and Regular Coastal Permit.

Development Plan (RD24-00005) represents a request for the following:

To allow the demolition of an existing automotive repair shop and development of full-service, high-speed electric vehicle (EV) charging stations and a 3,457-square foot single-story building that would include a dedicated lounge, restrooms, and convenience market to service customers and the general public on a 1.08-acre site fronting North Coast Highway. The proposed EV charging facility would be able to accommodate all EVs currently on the market and would be supported by on-site battery storage to supplement the electrical grid.

Parking: The site would include a total of 63 parking stalls, of which 51 would be standard EV, two would be accessible EV, one ambulatory EV, eight would be standard (non-EV), and one would be standard accessible. Parking and charging facilities for the site would be accessible from both North Coast Highway and Carmelo Drive.

Landscaping: The proposed project would incorporate a variety of landscape materials including 15 new trees (eight coast live oaks, four strawberry trees and three Aleppo pines), shrubs and groundcover. The project, as proposed, would provide an overall landscape coverage of 24%, which would meet the City's urban forestry requirements.

Conditional Use Permit (RCUP24-00002) represents a request for the following:

To allow for the operation of a convenience market at this location. The convenience market would be located within the proposed 3,475-square foot building and would offer higher quality food and beverages such as fresh fruit, vegetables, and healthy snacks to customers and the public.

Per Article 12, Section 1220 of the Zoning Ordinance a convenience market requires approval of a Conditional Use Permit.

Regular Coastal Permit (RRP24-00003) represents a request for the following:

To allow for development of an EV charging facility within the non-appealable area of the Local Coastal Program (LCP) Land Use Plan jurisdictional boundary.

Per the City's LCP Handbook, all projects requiring Development Plans or Conditional Use Permits require issuance of a Regular Coastal Permit. Regular Coastal Permits in the Downtown District are subject to approval by the Community Development Commission (CDC).

Analysis

KEY PLANNING ISSUES

1. GENERAL PLAN CONFORMANCE

The General Plan Land Use Map designation for the subject property is Downtown (D). The proposed project is consistent with this land use designation and the policies of the City's General Plan as follows:

A. Land Use Element

Goal 1.12 Land Use Compatibility

Objective: To minimize conflicts with adjacent or related land uses.

Policy B: The use of land shall not create negative visual impacts to surrounding land uses.

1501 North Coast Highway is currently developed as an auto repair shop and tow yard. The proposed use would be consistent with redevelopment in the downtown area and would bring forward a development that would support the City's Energy and Climate Action Element through the introduction of EV charging stations and numerous shade trees.

B. Energy and Climate Action Element

Policy ECAE-2f-1 Promote the installation of public electric vehicle charging facilities at convenient locations throughout the City.

The project proposed would install 50 electric vehicle chargers that would accommodate all electric vehicles on the market. The proposed location is near both Interstate 5 and State Highway 76. This location would not only serve the residents of Oceanside, but also the general public.

Policy ECAE-5a-7 Encourage new development to incorporate shade trees, to the extent practical and financially feasible.

The proposed project would add 15 shade trees to a site that currently has zero shade trees.

C. Economic Development Element

Policy EDE-2f-1 Promote commercial uses that serve the needs of the City's daytime population, particularly those who work in Oceanside but live elsewhere.

The proposed project would provide EV charging stations to not only the residents and employees of Oceanside driving electric vehicles, but to commuters and visitors as well. The proposed project would provide EV charging stations that accommodate all electric vehicles on

the market. The proposed project would also introduce a convenience market that will offer higher quality food and beverages.

2. Local Coastal Program Conformance

The General Plan Land Use Element (Goal 1.32 – Policy A) specifies that the City shall utilize the certified LCP and supporting documentation for review of all proposed projects within the Coastal Zone. Specifically, the goals and policies of the LCP Land Use Plan shall be the guiding policy review document for coastal development.

The proposed Regular Coastal Permit would conform to the LCP, including policies within the plan. The LCP contains policies that require development to maintain the character of the existing neighborhood, preserve public coastal views and provide adequate public access to the coast.

Staff finds the application complies with applicable policies of the LCP as follows:

The City shall maintain existing view corridors through public rights-of-way.

The subject request to allow for the construction of the EV chargers and convenience market would not impact public views as the proposed project site is located mid-block and would not obstruct or alter any existing view corridor through public rights-of-way.

The City shall ensure that all new development is compatible in height, scale, color and form with the surrounding neighborhood.

The proposed scope of work consists of development constructed well below the maximum height of the zoning district and would be consistent in scale, color and form blending seamlessly with surrounding commercial uses.

3. Downtown Zoning Ordinance Compliance

The proposed project is subject to the Downtown District land use and development standards within Article 12 of the Zoning Ordinance. The proposed project site is located within Downtown Subdistrict 6A, which provides sites for highway oriented commercial businesses and visitor serving uses related to the harbor and the Interstate 5 freeway. As proposed, the project meets all applicable requirements of Downtown Subdistrict 6A, as outlined in Table 1.

Table 1: Development Standards (Nonresidential Development)

Development Standard	Current Zoning Standard (D6A)	Project As Proposed¹
Minimum Lot Area	5,000 sq. ft	47,044.8 sq. ft
Minimum Lot Width	50 ft	124 ft
Minimum Setbacks		
Front ²	10 ft	15 ft (Coast Highway) 321 ft (Carmelo Drive)
Side	0 ft	2 ft 11 in (north side) 60 ft 11 in (south side)
Rear ³	0 ft	n/a
Maximum Height	45 ft	21 ft
Maximum Floor Area Ratio	2	0.09
Minimum Site Landscaping	15%	24%
Maximum Height of Fences & Walls	8 ft	6 ft
Off-Street Parking and Loading		
Vehicle Stalls (retail)	18	63
Bicycle Stalls	0	0

1. Proposed development standards consider the structure containing the lounge, restrooms, and convenience market to be the primary structure on site.
2. The site is on a double frontage lot with frontages including Coast Highway and Carmelo Drive.
3. Lot is a double frontage lot therefore is not subject to rear setbacks.

Environmental Determination

Pursuant to the California Environmental Quality Act (CEQA), staff finds that the proposed project is categorically exempt pursuant to Article 19 Categorical Exemptions, CEQA Guidelines Section 15332 “In-Fill Development Projects,” as the project includes construction of a new convenience market on a 1.08-acre lot surrounded by urban uses.

Recommendation

Staff recommends that the Downtown Advisory Committee recommend CDC approval of the proposed Development Plan, Conditional Use Permit, and Regular Coastal Permit to allow demolition of the existing structure and construction of a full-service EV charging station with 50 EV chargers and a 3,457-square-foot convenience market at 1591 North Coast Highway.

Attachments:

1. Project Description and Justification (Online)
2. Project Plans (Online)